

# Hard Sell vs Soft Sell

## Sales Strategy

```
graph TD; A[Sales Strategy] --> B[Hard Sell]; A --> C[Soft Sell]; B --> D[• Direct, aggressive, and high-pressure]; B --> E[• Creates a sense of urgency]; B --> F[• Does not focus on customer relationship]; B --> G[• Sells products of low-cost, shorter shelf-life, one-time usage product, and small businesses]; B --> H[• Markets products of huge stocks and less demand]; B --> I[• Uses a rational appeal]; C --> J[• Indirect, gentle, and low-pressure]; C --> K[• Does not urge the potential customer]; C --> L[• Extends a long-term relationship with the customer]; C --> M[• Sell products of long-term, repeated usage, and brands]; C --> N[• Markets products of huge demand and less supply]; C --> O[• Uses an emotional appeal];
```

### Hard Sell

- Direct, aggressive, and high-pressure
- Creates a sense of urgency
- Does not focus on customer relationship
- Sells products of low-cost, shorter shelf-life, one-time usage product, and small businesses
- Markets products of huge stocks and less demand
- Uses a rational appeal

### Soft Sell

- Indirect, gentle, and low-pressure
- Does not urge the potential customer
- Extends a long-term relationship with the customer
- Sell products of long-term, repeated usage, and brands
- Markets products of huge demand and less supply
- Uses an emotional appeal

# Soft Sell

**Tim Connor**



## Soft Sell:

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